



MONTANA'S TOURISM & RECREATION INDUSTRY FAST FACTS

Tourism is Important Business

- **Tourism is one of Montana's leading and fastest growing industries.**
- Over **10.1 million visitors** spent **\$2.76 billion** in 2005 which is new money for Montana's economy. (In 2004, Montana received \$1.96 billion in non-resident expenditures.)
- 10.1 million visitors means **11 new customers per Montana resident for Main Street businesses.**
- **\$2.1 billion of that total spending in 2005 went to retail items** like food, gas, clothes, gifts, sporting goods and other products -- that translates to \$0.75 of every visitor dollar being spent in our local communities.

Tourism is Big Business

- Visitor spending **generated over \$202 million in state and local tax revenue** in 2005.
- Without tourism tax revenue, it is estimated that each Montana resident would have to pay **\$224 in additional local and state taxes.** (total tax revenue / total residents)
- This equals **\$896 in tax subsidy** for a family of four.

Tourism is Our Business

- Tourism and recreation businesses **support 45,940 Montana jobs.**
- Visitor spending **provided \$804 million in worker salaries.**
- Some of our **Partners** in the **Tourism Industry** include:
 - Hotels, motels, bed & breakfasts and dude ranches
 - Restaurants and bars
 - Outfitters and guides
 - Ski resorts and private travel attractions
 - Museums and cultural facilities
 - Private and public campgrounds
 - Farmers and ranchers
 - Gas station and convenience store owners
 - Transportation companies
 - Retail shops
 - State and federal agencies
- Montana's 2003-2007 Tourism & Recreation Strategic Plan incorporated input received from over **75 stakeholder groups** (including private, public, tribal, nonprofit), totaling over **1000+ Montanans.**



Tourism is in the Advertising Business

- The 2004 Travel Montana advertising campaign **influenced nearly ½ million visitors** to visit Montana **who then spent \$70 million** while here. (Another 5 million intended to travel to Montana the following year.)
- The campaign generated **\$4.9 million in additional tax revenues** to the state.
- Every bed tax dollar invested in promoting Montana yielded **\$3.50 in state and local taxes**.
- In 2004, the state garnered **\$50 in increased traveler spending** for every \$1 spent on promotion.

Tourism is Competitive Business

- Montana is losing its competitive advantage in tourism marketing and advertising.
- In 1993, Montana ranked 15th in the nation in state tourism promotion budgets. By 2006, Montana slipped to 34th place.
- Montana's travel promotion budget is close to 40% lower than the national state average.
- Media costs increased 97% from 1997 to 2005, while Montana's ad budget increased only 23%.



Figures compiled using data included in ITRR's *The Economic Review of the Travel Industry in Montana – 2004 Biennial Edition*, ITRR's *2005 Montana Nonresident Economic Impacts & Expenditures*, *Montana Tourism & Recreation Strategic Plan 2003-2007* and Longwoods International: *Montana's 2004 Advertising Accountability Study*

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